I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV343591011US, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: January 24, 2005 Signature: (Sandy Reisman)

Docket No.: 291508005US1
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Steve Beck et al.

Application No.:	09/721,441	Confirmation No.:	2327
Filed:	November 22, 2000	Art Unit:	3622
For:	DYNAMICALLY TARGETING ONLINE ADVERTISING MESSAGES TO USERS	Examiner:	J. D. Carlson

NOTIFICATION OF LOSS OF ENTITLEMENT TO SMALL ENTITY STATUS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Assignee, aQuantive, Inc., hereby notifies the Patent and Trademark Office that it is not entitled to status as a small entity, and that the claim for small entity status filed by the Applicants is hereby withdrawn.

Applicants believe no fee is due with this paper. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 291508005US1 from which the undersigned is authorized to draw.

Dated: January 24, 2005

Respectfully submitted,

By _____
Steven D. Lawrenz
Registration No.: 37,376
PERKINS COIE LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 359-8000
(206) 359-7198 (Fax)
Attorney for Applicants

PATENT & TRADEMARK OFFICE JC24 JAN 24 2005

PTO/SB/21 (09-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission	4

Application Number	09/721,441-Conf. #2327
Filing Date	November 22, 2000
First Named Inventor	Steve Beck
Art Unit	3622
Examiner Name	J. D. Carlson
Attorney Docket Number	291508005US1

ENCLOSURES (*Check all that apply*)

- [ ] Fee Transmittal Form
- [ ] Fee Attached
- [ ] Amendment/Reply
- [ ] After Final
- [ ] Affidavits/declaration(s)
- [ ] Extension of Time Request
- [ ] Express Abandonment Request
- [ ] Information Disclosure Statement
- [ ] Certified Copy of Priority Document(s)
- [ ] Reply to Missing Parts/ Incomplete Application
- [ ] Reply to Missing Parts under 37 CFR 1.52 or 1.53
- [ ] Drawing(s)
- [ ] Licensing-related Papers
- [ ] Petition
- [ ] Petition to Convert to a Provisional Application
- [ ] Power of Attorney, Revocation Change of Correspondence Address
- [ ] Terminal Disclaimer
- [ ] Request for Refund
- [ ] CD, Number of CD(s) _____
- [ ] Landscape Table on CD
- [ ] After Allowance Communication to TC
- [ ] Appeal Communication to Board of Appeals and Interferences
- [x] Notice of Appeal (+ copy)
- [ ] Proprietary Information
- [ ] Status Letter
- [x] Other Enclosure(s) (please Identify below):

Notification of Loss of Entitlement to Small Entity Status

Check

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	PERKINS COIE LLP		
Signature			
Printed name	Steven D. Lawrenz		
Date	January 24, 2005	Reg. No.	37,376

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV343591011US, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: January 24, 2005 Signature: _____ (Sandy Reisman)